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Brand Awareness Study

Date: April 24, 2023

Client: Visit Mendocino County

Contact: Travis Scott + Ramon Jimenez

Comprehensive 4 Market Research Study: **\$20,000**

Looking at Mendocino County's needs, we're proposing a fairly comprehensive 4-market research study, with each market split into two distinct studies – one unaided, and one aided. We propose utilizing both in-person (interrupt) surveying, as well as randomized online surveying.

We want to look at four key markets:

SF Bay Area (including South Bay);

Sacramento Area

Los Angeles and Orange County

Southern Oregon

In each of these markets we will run two distinct studies. Our unaided study will assess overall 'top of mind' status for Mendocino County as a region, using questions aligned with key differentiators we have – for example, "when you think of your top three destinations in California to experience tranquil beauty, what are they?" or "when you think of three exceptional wine destinations in California, what are they?" This line of questioning will allow us to identify what proportion of each market has Mendocino County as a top-of-mind destination, and for what key motivators we are most identified – and to a larger extent, what proportion of people in our key markets think of us at all.

Our aided study guides survey recipients to us as a name, but allows them to identify key associations with us – for example, "when you think of Mendocino County, what do you think of?" or "when you think of traveling to Mendocino County, how likely are you to plan a trip there in the next year? Why or why not?" This allows us to test our relative strength as a destination target among people who are already familiar with us.

For each study we are suggesting both an in-person surveying model (spread out around the regions to sample a representative cross-section of the market),

alongside targeted online surveying within California (randomized, as opposed to website visitors). We would target between 100-400 recipients for each region and survey type, to give us a strong statistical foundation in making judgments. Demographic data will be collected *as possible* after the primary questionnaire, allowing for some level of cross-tabbing.

Final results will be presented as raw data, as well as with key findings, and a baseline assessment of both broad brand awareness for a variety of travel motivators, and brand sentiment within a randomized sampling of our market. This will allow us to measure the growth of our brand awareness, brand recognition, and brand sentiment over the coming years.

We're proposing a three month survey window, beginning in June and running through the end of August, with final survey results and findings delivered mid-September.